

"Droughtmaster National Website progress report

## **Overwhelming numbers of visitors for August .....18,000**

To date 36 vendors have had their sale drafts loaded on the website, that means there are still 59 vendors yet to take up the opportunity.

Last year there were a total of 26000 visitors, this year predictions are that there will be close to 40,000 visits.

The leading Bulls have each had close to 100 detailed viewings (been clicked on for more info.), with each of the top ten bulls in excess of 50 detailed viewings.

Detailed viewings have been requested on 195 bulls, & remember a lot of these photos were not lodged til late in the month.

It is often said that bush people do not spend time in front of the computer, if this is the case there must be an awful lot of townies looking at bulls, WRONG, the bushies are out there & looking for bulls! We as Droughtmaster National Vendors need to provide them with every opportunity if we are to maximise the sales success, or someone elses sale will!!

It is strongly recommended that even if you have your own website your bulls are lodged on the sale site as traffic analysis of some committee member's particular stud sites compared to the sale site indicates **the overwhelming volume of traffic is on the Sale site.**

To those vendors who have supported the site, thankyou, and to those yet to get their photos in, it is still not too late, a further **19,000 viewings are expected in the next fortnight**, especially after the liftout comes out this weekend.

As previously stated **the cost per vendor** to lodge your entire draft on the website is **\$60 total** (excl gst), regardless of the number of bulls in your draft. To lodge photos vendors should send 1 photo per email, stating the animals name & lot number to [andrew@cattlemarket.com.au](mailto:andrew@cattlemarket.com.au)

Lets give 2010 our best shot.

Droughtmaster National Committee"